

Chapter 1. Introduction

The Central Alameda County Community-Based Transportation Plan (CBTP) reviews transportation issues identified in the Metropolitan Transportation Commission (MTC) Lifeline Transportation Network Report from December 2001 and supplements these issues with other community-identified transportation concerns. By identifying transportation needs and preferences within the community, MTC, the Alameda County Congestion Management Agency (ACCMA), community representatives and community residents were able to work together to develop alternatives to address the problems, selecting a series of solutions that were prioritized based on the most critical local transportation issues described in the community. The original Project Scope provided by ACCMA for this study identified three areas in which the study would be carried out: unincorporated Cherryland and Ashland Areas and South Hayward.

The first part of the CBTP development process was a series of general and start-up tasks that included the review of the Lifeline Transportation Network Report; recent and ongoing studies of transportation issues in Cherryland, Ashland and South Hayward; and demographic information. It also included the development of a community outreach plan.

The community outreach effort focused on identifying problems and possible solutions. It included carrying out the many planned meetings, interviews and focus groups described in the community outreach plan. This was followed by an effort to determine the effectiveness of the strategy alternatives and the likelihood of success for the implementation of the alternatives identified through the community outreach process.

The final phase of the Central Alameda CBTP process was the development of the strategic plan identifying service options, financial requirements, implementation strategies and responsibilities.

Of essential importance to the outcome of the study was active involvement by staff from various agencies in Alameda County, the County of Alameda and the City of Hayward, political representatives who expressed an interest in building community support and leadership in the implementation of CBTP recommendations, and individuals in the communities who are familiar with transportation barriers to accessing services.

Recommended Strategies

Ten solutions are recommended as a result of the CBTP outreach and analysis process. These are described in Chapters 6 and 7. A summary of these strategies is as follows:

1. **Adjustments to AC Transit Service.** This includes more frequent bus service; extended bus service hours to cover early mornings and evenings (both weekdays and weekends); and demand-response service for the general public.
2. **Additional Bus Shelters in Service Area.** Additional bus shelters were recommended not only along major arterials, but also along some neighborhood streets served by bus routes.
3. **Transportation Information on a Local Television Station.** This solution would provide a no-cost mechanism for presenting very basic information to the public (such as how to board the bus, get to key destinations, and read bus schedules and maps).
4. **Transportation Information Center in the Community.** This provides for a drop-in information center and telephone number to dial for local information (transit schedules, eligibility, etc.) for public transit and other services.
5. **More Comprehensive Information about AC Transit at Bus Stops and on Buses.** This includes additional transit information at stops and on buses to facilitate the public's use of the bus system.
6. **Multilingual Translation of Transit Schedules, Signs, and Other Information.** Providing information in multiple languages benefits the many current and potential transit users who are speakers of other languages.
7. **Sidewalks in Cherryland.** This solution would build on existing efforts to expand the sidewalk program in Cherryland.
8. **Better Lighting.** This solution provides for improved lighting to enhance the feeling of personal safety along pedestrian corridors.
9. **Improve Bicycle Access.** This provides for a combination of bicycle parking, bicycle lanes and assistance in purchasing bicycles.
10. **Low-Cost Auto Loans and Carsharing.** This solution expands the low-cost auto loan program currently administered out of the Eden Youth and Family Center and it also introduces subsidized carsharing.

Structure of this Report

Agreeing on the ten priority solutions noted above required a significant public outreach and evaluation process. This report documents the process from initiation to public involvement to the development and evaluation of preferred solutions.

The report provides an overview of background information about the communities in the study area, including demographic information and a review of relevant studies conducted in the study area (Chapters 2 and 3); the community outreach process and results of that process (Chapters 4 and 5); the development and evaluation of community-based transportation solutions (Chapters 6 and 7); funding opportunities for the recommended solutions (Chapter 8); and implementation considerations for the preferred solutions (Chapter 9).

An extensive series of appendices provides documentation for the community outreach process. It also details the many community-identified alternatives that were not recommended as part of the final set of preferred short-term transportation solutions.